The Kresge Foundation Challenge Grant Campaign Gift Chart Instructions

Please add to the narrative portion of your Letter of Intent two attachments - - the Campaign Gift Chart and Fact Sheet. We recommend you complete the Gift Chart form before completing the Fact Sheet.

Campaign Gift Chart

Name of organization: .....
Contact person: .....
Telephone: .....
E-mail: .....
Date: .....

Instructions for completing the Campaign Gift Chart and Fact Sheet are available in the Challenge Grant section of our Website.

Gifts by Size (please segment your gifts based on a scale that is meaningful to your campaign)	**Current Campaign Goals** (B)		**Current Gifts in Hand or Pledged**		**Plan To Raise Balance of Campaign Goal** (no negative numbers should appear) (A)	
Gift Ranges (C)	Total number in prospect pool	Total dollars expected	Number of donors	Dollars raised	Remaining number in prospect pool	Dollars expected
		$		$	0	$ 0
		$		$	0	$ 0
		$		$	0	$ 0
		$		$	0	$ 0
		$		$	0	$ 0
		$		$	0	$ 0
		$		$	0	$ 0
Kresge		$		$	0	$ 0
TOTAL PRIVATE FUNDS	0	$ 0	0	$ 0	0	$ 0
Government		$		$	0	$ 0
Long-term financing		$		$	0	$ 0
(G) Organizational funds		$		$	0	$ 0
Bequests		$		$	0	$ 0
(F) Other (identify)		$		$	0	$ 0
TOTAL	0	$ 0	0	$ 0 (D)	0	$ 0

Gifts by Source	**Current Campaign Goals**		**Formal Gifts in Hand or Pledged**		**Plan To Raise Balance of Campaign Goal** (no negative numbers should appear)	
Category	Total number in prospect pool	Total dollars expected	Number of donors	Dollars raised	Remaining number in prospect pool	Dollars expected
(E) Board (governing)		$		$	0	$ 0
Board (fundraising arm, if applicable)		$		$	0	$ 0
Staff		$		$	0	$ 0
Corporations		$		$	0	$ 0
Individuals		$		$	0	$ 0
Foundations		$		$	0	$ 0
Kresge		$		$	0	$ 0
(F) Other (identify)		$		$	0	$ 0
TOTAL PRIVATE FUNDS	0	$ 0	0	$ 0	0	$ 0
Government		$		$	0	$ 0
Long-term financing		$		$	0	$ 0
(G) Organizational funds		$		$	0	$ 0
Bequests		$		$	0	$ 0
(F) Other (identify)		$		$	0	$ 0
TOTAL	0	$ 0	0	$ 0 (D)	0	$ 0

9/07

Gift Chart Instructions

This chart should capture your current campaign plan as it has evolved since the start of the effort, not your original campaign strategy. After you have completed this form, the third column in each section should reflect your fundraising strategy from now to the end of the campaign.

A. The third column should not contain negative numbers. If a negative number appears, please adjust the figures in the first column. This may cause other lines to change to maintain the same goal.

B. The number in your prospect pool should capture your universe of potential donors. The dollars expected, however, should reflect the anticipated yield from your solicitations. For example, you may have four prospects rated for gifts between $100,000 and $150,000. As a result of these appeals, you anticipate raising a total of $200,000. Four should be indicated under Prospect Pool and $200,000 under Dollars Expected.

C. Please provide gift ranges that are meaningful to your campaign yet specific enough to be instructive to us.

D. The total amounts in the Gifts by Size section and the Gifts by Source section should be equal. These totals should also equal the Total Campaign Goal listed on the Fact Sheet.

E. On the line for Board (governing), include only personal gifts from those who were members of your governing board at the time the gift was made. On the Board (fundraising) line, include personal gifts from board members of your fundraising support organization or foundation. Gifts from advisory board and/or campaign committee members (who are not governing board or fundraising board members) should be shown on the individual line. Gifts from individuals pledged via a family foundation or a donor-advised fund held by a community foundation should be counted on the foundation line.

F. For the Other category, please be sure to indicate the source of funds on the chart.

G. Organizational funds are funds set aside by the organization and earmarked for the campaign. Such funds can include, but are not limited to membership revenue, fee-for-services revenue, special events revenue, etc.

After completing the Gift Chart please proceed to the Fact Sheet portion of the Letter of Intent process.